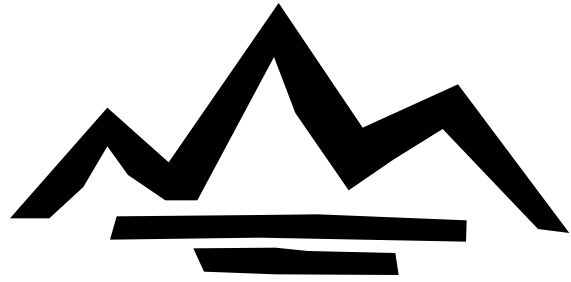


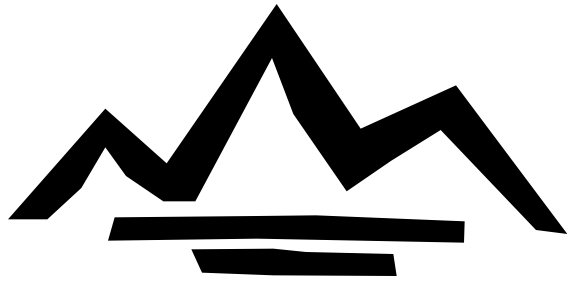
OPALCO Green Power

...taking renewables to the next level.



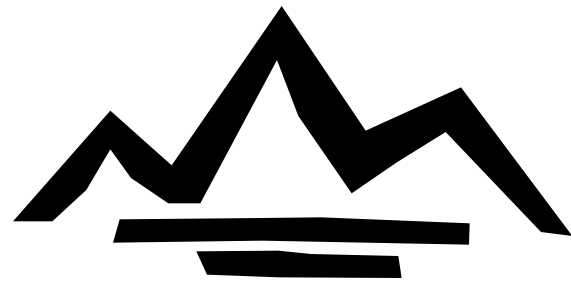
Meet OPALCO

- Orcas Power & Light Cooperative (OPALCO) founded 1937.
- Serves 20 islands in San Juan County, WA.
- 11,000 members over 1,000 miles of line.
- First electric co-op in Washington State to offer Green Power (GP).



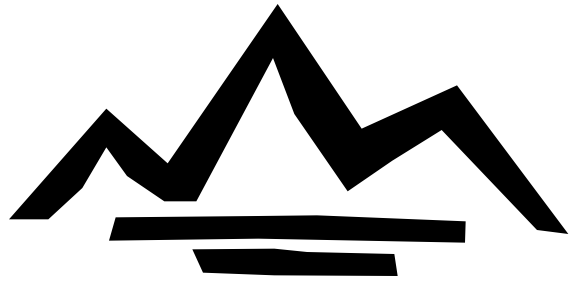
Program Development

- 1990s – Period of change for utilities.
- 1998 – Restructuring Task Force (RTF)
 - Goal to retain members by offering “portfolio” of power options.
 - Informal survey at San Juan County Fair.
 - 80% want the option to purchase GP.
 - But, prefer to purchase GP generated locally.



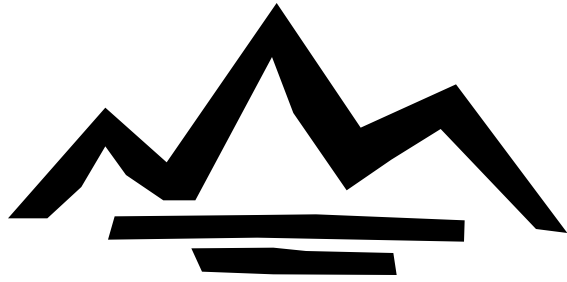
OPALCO Green Power

- Phase I – Market & sell GP to members.
 - Sold in 100 kWh blocks up to 1,000 kWh.
 - \$3.50 per block, or 3.5 cents/kWh premium.
 - Fixed amount on monthly electric bill.
 - Automatic annual renewal process.
- Phase II – Develop local GP resources.
 - Interconnection grants for members.
 - Matching funds for outside grants.



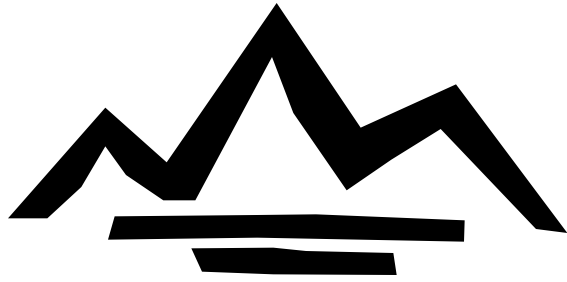
2001 Statistics

- 439 subscribers/1,052,400 kWh (as of 7/12/01).
- Grant from Bonneville Environmental Foundation for \$37,000.
- 13 local GP projects.
 - \$13,482 in grants/57,863 kWh.
 - 9 photovoltaic & 4 micro-hydro.



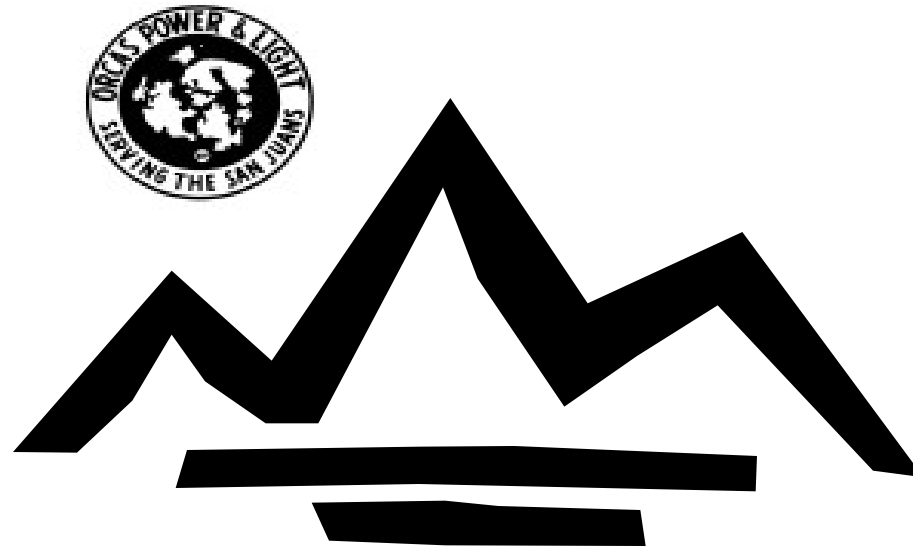
Steps to Success

- Conservation-minded members.
- Strong leadership from Board.
- Staff support & participation.
- Created & followed marketing plan.
 - Direct mail brochure; paid advertisements; editorial board visits; press releases at key times(Launch, 3 mo., 1 year); bill stuffer.
- Accountability to membership.
 - OPALCO Green Power Annual Report



Future Efforts

- Complete execution of BEF grant.
 - Public event on September 14th.
- Offer “All Green” option.
 - Amount changes according to usage.
- Approach commercial accounts.
 - Barriers to entry.



OPALCO Green Power

...taking renewables to the next level.

Presented by:

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